

ORDER



Orders
Order / Rev: 711786 - 2
Alt Order #: 06305604
Product Desc: SODERBERG FOR SENATE/ 3PACK
Estimate: 585
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 09/06/12 / 10/29/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Florida Democratic Party
Demographic: A25-54
Product Codes: PL-State/Local,PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	10	\$665.00	\$565.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	10	\$665.00	\$565.25	0.00
Totals	10	\$665.00	\$565.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WJXX	10/30/12	10/30/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	-T-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	-T-----			1		\$50.00	0.00					
E 2	WJXX	11/06/12	11/06/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	-T-----	:30	1	\$50.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	-T-----			1		\$50.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	11/05/12-11/11/12		GMJ			M-F 6a-7a	-T-----	:30	(\$50.00)		0.00	NM		
Credited [CR]															
E 3	WJXX	11/02/12	11/02/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	----F--	:30	2	\$30.00	P-5	0.00	NM	1	\$30.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	----F--			2		\$30.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WJXX	10/30/12-11/05/12		Good Morning America			M-F 7a-9a	MTWThF----	:30	(\$30.00)		0.00	NM		
Credited [OK PER JQ]															
E 4	WJXX	11/06/12	11/06/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	-T-----	:30	2	\$30.00	P-5	0.00	NM	0	\$0.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

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Advertiser: Florida Democratic Party
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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WJXX	11/06/12	11/06/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	-T-----	:30	2	\$30.00	P-5	0.00	NM	0	\$0.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-T-----	2		\$30.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WJXX	11/05/12-11/11/12		Good Morning America	M-F 7a-9a		-T-----	:30	(\$30.00)		0.00	NM			
Credited [CR]															
2	WJXX	11/05/12-11/11/12		Good Morning America	M-F 7a-9a		-T-----	:30	(\$30.00)		0.00	NM			
Credited [CR]															
E 5	WJXX	10/31/12	10/31/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	--W----	:30	1	\$40.00	P-5	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$40.00		0.00						
E 6	WJXX	11/06/12	11/06/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	-T-----	:30	1	\$40.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-T-----	1		\$40.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WJXX	11/05/12-11/11/12		Regis & Kelly	M-F 9a-10a		-T-----	:30	(\$40.00)		0.00	NM			
Credited [OK PER JQ]															
E 7	WJXX	11/01/12	11/01/12	The View M-F 11a-12p View	CM	M-F 11a-12p	---T---	:30	1	\$125.00	P-5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	---T---	1		\$125.00		0.00						
E 8	WJXX	10/30/12	11/05/12	General Hospital General Hospital	CM	.	MT-T---	:30	3	\$66.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MT-T---	3		\$66.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WJXX	10/30/12-11/05/12		General Hospital	.		MT-Th----	:30	(\$66.00)		0.00	NM			
Credited [CR]															
2	WJXX	10/30/12-11/05/12		General Hospital	.		MT-Th----	:30	(\$66.00)		0.00	NM			
Credited [CR]															
3	WJXX	10/30/12-11/05/12		General Hospital	.		MT-Th----	:30	(\$66.00)		0.00	NM			
Credited [CR]															
9	WJXX	10/31/12	11/02/12	3-4p Wendy Williams	CM	3-4p	--W-F--	:30	2	\$70.00	P-5	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W-F--	2		\$70.00		0.00						
10	WJXX	11/05/12	11/05/12	4-5p Anderson	CM	M-F 4-5p	M-----	:30	1	\$60.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	M-----	1		\$60.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WJXX	10/30/12-11/05/12		4-5p	M-F 4-5p		M-----	:30	(\$60.00)		0.00	NM			
Credited															
E 11	WJXX	10/30/12	10/30/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	-T-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-T-----	1		\$50.00		0.00						
E 12	WJXX	11/02/12	11/02/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	----F--	:30	1	\$70.00	P-5	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Advertiser:	Florida Democratic Party
Product Desc:	SODERBERG FOR SENATE/ 3PACK
Estimate:	585

WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	WJXX	11/02/12	11/02/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	----F--	:30	1	\$70.00	P-5	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$70.00		0.00			
E 13	WJXX	10/30/12	11/05/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	MT--F--	:30	3	\$90.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MT--F--		3				\$90.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	10/30/12-11/05/12	FCN News at 7p Credited [CR]		M-F 7p-7:30p	MT---F----	:30		(\$90.00)		0.00	NM		
	2	WJXX	10/30/12-11/05/12	FCN News at 7p Credited [CR]		M-F 7p-7:30p	MT---F----	:30		(\$90.00)		0.00	NM		
	3	WJXX	10/30/12-11/05/12	FCN News at 7p Credited [CR]		M-F 7p-7:30p	MT---F----	:30		(\$90.00)		0.00	NM		
14	WJXX	11/05/12	11/05/12	Mon Prime Other DWTS	CM	8-10p	M-----	:30	1	\$1,000.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	11/05/12-11/11/12	Mon Prime Other Credited		8-10p	M-----	:30		(\$1,000.00)		0.00	NM		
E 15	WJXX	10/30/12	11/02/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-T--F--	:30	2	\$80.00	P-5	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-T--F--		2				\$80.00		0.00			
16	WJXX	10/30/12	10/30/12	Tue Prime A DWTS RESULTS	CM	8-9p	-T-----	:30	1	\$1,000.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1				\$1,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	10/29/12-11/04/12	Tue Prime A Credited [CR]		8-9p	-T-----	:30		(\$1,000.00)		0.00	NM		
17	WJXX	10/30/12	10/30/12	Tue Prime C PRIV PRAC	CM	10-11p	-T-----	:30	1	\$850.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1				\$850.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	10/29/12-11/04/12	Tue Prime C Credited		10-11p	-T-----	:30		(\$850.00)		0.00	NM		
18	WJXX	10/31/12	10/31/12	Wed Prime A Middle/ Suburgatory	CM	Wed 8p-9p	--W----	:30	1	\$450.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--W----		1				\$450.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	10/29/12-11/04/12	Wed Prime A Credited [CR]		Wed 8p-9p	--W----	:30		(\$450.00)		0.00	NM		
E 19	WJXX	10/30/12	10/30/12	Tue Prime C NASHVILLE	CM	10-11p	-T-----	:30	1	\$550.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1				\$550.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	10/29/12-11/04/12	Tue Prime C Credited [CR]		10-11p	-T-----	:30		(\$550.00)		0.00	NM		

